



BULLETIN

NATIONAL TRACTOR PARTS DEALER ASSOCIATION

"USED, REBUILT AND NEW AGRICULTURAL AND INDUSTRIAL REPAIR PARTS"

SPRING 2023

VOL. 31, NO. 1

Investment Planning with Craig Shaver

Member News Updates

Nashville Photos





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— ASSOCIATION —
BULLETIN
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From the President's Pen . . .

WOW!!! You showed up and showed out in Nashville!! It was awesome! Nashville offered great music, great food, great southern hospitality and great sights. It would be tough to pick out one event that stood out as my favorite so I'll go with my top 3. Jack Daniels Tour, Broadway, and Corn hole.



The common thread in all these was being with YOU!

It was an action packed three days that offered plenty of time to network and bond with people that are in the same industry, offering new ideas to solve problems we all face. We all experienced a problem while we were there. Try getting locked in a room with 7 strangers, work together to figure out clues, and try to crack the code in under an hour to escape. The team I was on managed to do it with 5 seconds to spare!

Periodically special people come into your life and leave

you with many memories. The Schaefer brothers, Jerry and Dick, are definitely two that have impacted me and I'm sure many of you as well. It was great to see them in Nashville and we presented them both with a Lifetime Membership to the NTPDA. They have both been vital members in the NTPDA as well as the salvage industry. Another one of those guys is Jeff Griggs. To know him is to love him! Jeff has a way of making everyone feel special and can light up a room with his stories. Jeff was also presented a Lifetime Membership to the NTPDA. As these three head off into retirement we want to say THANK YOU and come back anytime you can!

OUR Association is full of great people! If you didn't make it this year be sure to mark next year down on your calendar. We'll be headed to the west coast so stay tuned for details.

Planting season is right around the corner and the phones are starting to pop. I'm looking forward to another year in the salvage industry and wishing the best for everyone.

Keep grinding....Trey



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Staff Notes

Welcome to Spring! Spring is a time for new growth, ideas, and relationships. A time to move forward while reflecting on the past.

The Conference and Trade Show held in Nashville provided a great location this year. We had many new people attend as well as some charter members who had not attended in a long time. We tried some new ideas while keeping the timeline like the past. What we learned from feedback and surveys is that many of you like trying something new. The Whova app provided a new connection that wasn't available in previous years. It was an easy way to connect and meet up in person as well as stay informed. It provided a way for everyone to participate in challenges, community boards, and photo uploads. It also provided an easy method to collect survey responses. The Escape Rooms, Jack Daniel Distillery Tour & lunch at Miss Mary Bobo's, and the Cornhole Tournament were a favorite among those who responded. The Business Exchange was not timed and many of you liked the freedom to visit as long as desired with exhibitors. Networking activities is what many of you enjoyed and want to see more of in the future. We had several share they would like to have a speaker/educational time on the agenda. This feedback is what is needed so we can plan for future shows of what you want. Planning is already taking place for our 2024 Conference and Trade Show in California. We will be at the Harrah's Resort Southern California and have some time planned in San Diego for those who want to arrive early. More to come later but mark your calendar now for January 17 – 20, 2024. You won't want to miss it!

July is also a great time to network in a small group setting. Plans are being made for our Summer Mixer to be held, July 13 – 15, in Pennsylvania. We will meet the evening of July 13th for dinner and drinks. Friday will be a day of adventure in discovering Amish country and touring a New Holland factory in Lancaster. We will conclude the weekend with a site visit to Wengers of Myerstown on Saturday. More information will be available soon but mark your calendar and make plans to join us this summer. It will be a time to cultivate those existing relationships while building new ones.

Until next time,

Kim



Kim Carroll

Go back and read the piece from President Trey again... he said it all..."Wow"! What an amazing time we had in Nashville for the 2023 Annual Conference and Trade Show. Thank you for coming and a special thank you to our many Associate Members that displayed and interacted with us all. (You can see them and their visitors in this issue.)



Michael Libbie

Coming up in the next several months a bit of travel. I'll be heading back to Washington, D.C. with the Greater Des Moines Partnership May 10 – 12. While this is not an official NTPDA event it is an opportunity to interact with business and political leaders who are making policy that can impact our association and your business. Then I'm off to the UPN event in Las Vegas. A number of our NTPDA Members have attended in the past and our own Associate Board Member, Steve Hass from Freight Partners Group is the organizer. The event will take place from May 31 to June 3. Looking forward to connecting with members and perspective members. And, this summer it's on to our Summer Board Meeting with our host Jake Walmer and Wenger's of Myerstown. Remember any member can join us there and we've already invited several new folks.

Membership recruitment and retention continues on a daily basis with many of you helping by sending me contact information for perspective Regular and Associate Members. That is always so helpful because I can start the conversation by using a relationship that you've built. And, when a referral does join, we offer your company a membership credit. Sweet!

As always our work is all about helping you and your business grow. We're here to help with a host of things from guiding the events to marketing tips, advertising assistance and more. If I can help let me know. Thank you for being a member...it matters.

Michael

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INVESTMENT PLANNING FOR THE NEW YEAR

Provided by RBC Wealth Management and Craig Shaver

If fiscal fitness is one of your priorities for the New Year, consider making a financial calendar that will help keep you on track. Here are some ideas to help you get started:

NEW YEAR

The beginning of the year is the perfect time to plan. Set aside time to think about your budget, financial goals and the big expenses you're anticipating for the next 12 months. Look back at your check register and bank statements from the previous year to help estimate what you spend each month. It takes discipline to adhere to a budget, but it may free up discretionary income for other significant goals — like paying down debt or saving for retirement.



Year-end is also a good time to check any remaining balances set aside in flexible spending accounts. Remember, in many cases, money not spent by the end of the year will be forfeited. And now that year-end is here, it's a good time to start thinking about your budget for next year.

In February and March, start getting ready for tax time. As you receive forms such as W-2s and 1099s, put them in a safe place immediately. This will reduce time looking for them later. By mid-February, you should verify that you have received all necessary tax forms. Contact the appropriate company for any that you have not received.

The deadline to file your 2022 federal income tax return or file an extension if need be is Tuesday, April 18. Discuss with your tax professional or go to the Internal Revenue Service website at <http://www.irs.gov> for details.

MIDYEAR

If you're expecting a tax refund this year, May is a good time to figure out how you can put that money to good use. Consider paying off debt, establishing a rainy day fund, or saving for retirement.

By the time the summer months roll around, it's time for a mid-year financial check-up. Are you in target with savings and investments goals? Now is the time to make adjustments if need be.

YEAR-END

If you participate in your company's 401(k) plan, retirement account statements will start arriving near year-end. Ask yourself if rebalancing is necessary. If a certain fund outperformed your other choices, it might be taking up a bigger percentage of your stock portfolio than what you had originally intended.

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This article is provided by Craig Shaver, a Financial Advisor at RBC Wealth Management. RBC Wealth Management does not provide tax or legal advice. All decisions regarding the tax or legal implications of your investments should be made in connection with your independent tax or legal advisor.

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MEMBER NEWS

LIFE TIME MEMBERSHIPS

Nashville 2023 was special for so many things and among the best was the opportunity to award three Lifetime Memberships. We were truly blessed to have a couple of the original founders of NTPDA with us as we honored Dick and Jerry Schaefer. The brothers and their family rejoiced in being recognized and so grateful that the Board of Directors helped make this happen. Since 1967 Schaefer Enterprises has been supplying the ag, forestry and construction industry with high quality used parts and just like Dick and Jerry they do it with a keen eye toward customer service. In another surprise the Board also gave a Lifetime Membership to Jeff Griggs from All States Ag Parts. Many of us can trace a resurgence of the Association to Jeff's extended time as our President and biggest cheerleader. Best wishes to each of you! We are better because of what you've done and we truly appreciate those efforts.



NTPDA Member, **PartsClub**, an online marketplace for farm, construction, and industrial equipment parts, has launched in the US and Canada to connect buyers and sellers of heavy-duty parts. The company's mission is to provide the most effective way for buyers and sellers of equipment parts to securely do business online. Buyers can sign up for free to request quotes and order parts from hundreds of verified suppliers. Suppliers can quote buyers and/or upload unlimited products for sale to easily grow their parts business with PartsClub's powerful buyer network and sales tools.

With other online marketplaces like Amazon & eBay charging 14-22% transaction fees, PartsClub helps sellers keep pricing competitive and retain more profits by limiting seller fees to 3% + applicable credit card fees. PartsClub manually validates all sellers and allows buyers to request quotes, send offers, and message sellers directly to negotiate the best pricing. PartsClub is helping equipment parts businesses take advantage of eCommerce in a safe, secure, and neutral platform.



NEW MEMBER UPDATE

The past several months (December – February) we've had quite a few new members join our association. When you can, reach out to them and thank them for joining? Everybody wants to be recognized and matter and when you do so it also helps our retention going forward. So, let's make WELCOME:

Southern Equipment & Parts, Laurel, MS:

Raymy Johnson raymy@southernequipparts.com

Drews Parts, Anderson, IN:

Kelly Drews Kelly@DrewsParts.com

Kent Baugh Equipment, Hughes Springs, TX

Kent Baugh ktbaugh@peoplepc.com

Honeymann Sales & Service, Yellville, AR

Chris Honeymann HoneymannCowboy@aol.com

Forrester Farm Equip. Chambersburg, PA

Austin Stoner usedparts@forresterfarmeq.com

A&L Bearings, Memphis, TN

Joshua Anderson janderson@albearings.com

AgriTach, Miami, FL

Matias Garamendy mgaramendy@agritach.com

Heavy Motions, Ontario, CA

Jack O'Dyer jack.o@heavymotions.com

In Memorial

We sadly pass along the news that a member of the NTPDA Family, Margie Ann Bozeman died in Lubbock, TX. Margie and her husband Viele Campbell "Corky" Bozeman started Bozeman Machinery, their farm equipment business and first and oldest salvage yard in the U.S. Margie was known for being private, strong, strict, independent, hardworking, dignified, confident, meticulous in her appearance, and lived her life the way she wanted. She enjoyed cooking, making her chocolate cake, sewing, canning, raising a garden, was a voracious reader in all books, and enjoyed going for her "hair day" appointments. She will be remembered for being a great wife, mother, grandmother, homemaker to the family home and farm, and for raising her children. She had great pride in her grandchildren's accomplishments and considered all her grandsons her favorites. May her memory be a blessing.

Thank You to our Associate Members

Who Displayed in our Nashville Trade Show!!



Fun? Yep, we had a great time in Nashville!

See you next year in California!





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Let's Eat!

Jalapeño Sweet Potato Chowder

Recipe courtesy of the North Carolina Sweet Potato Commission

Servings: 6

- 2 large sweet potatoes, baked
- 1 small onion, 1/4-inch diced
- 2 tablespoons olive oil
- 1 quart chicken or vegetable stock
- 2 cups cooked chicken, cubed
- 1 1/2 cups whole corn kernels
- 2 teaspoons minced jalapeños
- 1/2 cup heavy cream
- 1 teaspoon salt
- chopped scallions, for garnish

DIRECTIONS

- Peel baked sweet potatoes; discard skin and puree.
- In soup pot, sauté onion in butter until softened. Add pureed sweet potato and stock, as desired. Bring to boil, reducing liquid slightly.
- Add chicken, corn, jalapeños, heavy cream and salt. Simmer 10 minutes.
- To serve, ladle into bowls and garnish with chopped scallions



St. Louis Style BBQ Pizza

This yummy pizza comes to us directly from the kitchens of HyVee in St. Louis and serves six.

One 14" Pizza Crust

1/2 Cup Shredded Sharp Cheddar Cheese

1/2 Cup Shredded Swiss Cheese

1/2 Cup Shredded Italian Cheese

1 Cup Rich & Zesty Pizza Sauce

1 1/2 Cup Chopped Meat (Pork or Beef – Choice)

1 Tablespoon Weber KC BBQ Rub

3/4 Tsp Italian Seasoning

Pre Heat Oven to 475 degrees

Combine Cheddar, Swiss and Italian cheese in a small bowl.

Cover Pizza Crust with cheese mixture.

Top with meat, BBQ rub and Italian seasoning (Sprinkle until covered)

Bake 6 – 8 minutes or until cheese is melted and bubbly.

Remove from oven and drizzle with barbecue sauce.

Cut and serve



DID YOU KNOW...

REACHING EVERY NTPDA MEMBER?

One of the many ways NTPDA can help your business is by advertising in The Bulletin. Maybe you can't make it to the Annual Conference and Trade Show (but you should) held each January or the Summer Board Meeting. We get that. However, you can reach every member of NTPDA in our quarterly magazine, in hard copy form, sent to every U.S. and Canadian Member. Folks outside of North America can view it in a digital format that even has "hot links" directly to each advertiser that includes their URL.

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The True Gift is in Giving

During our 2023 Conference and Trade Show your generosity was clearly on display. For many years our charity of choice has been St. Jude Children's Research Hospital in Memphis, Tennessee. For many of us it is a special place that makes a promise to parents and children that they will never be charged for the care and lodging the patients receive. Of course, no organization can make that promise without thoughtful donations from people just like the Members of the National Tractor Parts Dealer Association. So, thank you! This year you opened your hearts and wallets and through the Silent Auction, other donations, and a \$5,000 gift from NTPDA we were able to raise \$15,585. What you do for others...matters.

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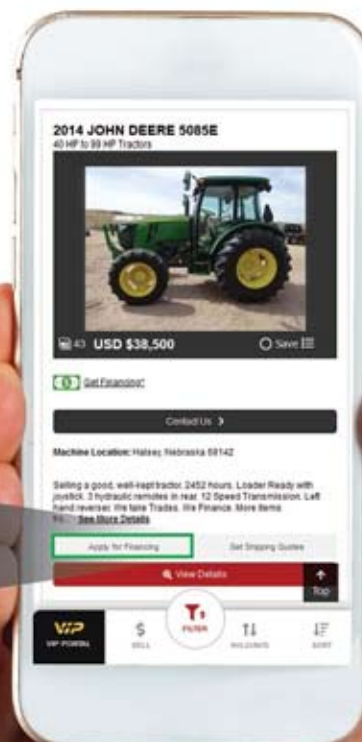
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"Let us not become weary in doing good, for at the proper time we will reap a harvest if we do not give up." Galatians 6:9

JOBS BY THE THOUSANDS

It was another shocking jobs report and one that was not expected. The U.S. added a whopping 517,000 jobs in January in yet another indication of the hot jobs market. Meanwhile NTPDA Members continue to struggle with finding additional employees. In an odd turn of events, we've seen thousands of layoffs in technology, banking and some manufacturing as business leaders say they are bracing for an economic downturn. However, reports by our members indicate strong sales and activity.

DOLLAR TREE PRICING

Remember, back in the day, when you could go to Dollar Tree and buy stuff for a buck? That was then. Now Dollar Tree is saying price increases are coming. The company has announced plans to introduce \$3 and \$5 products to another 1,800 or more stores in 2023. This comes after Dollar Tree raised its standard price point from \$1 to \$1.25 just last year. The move has been viewed as a necessary step by Dollar Tree to hedge against still-high inflation numbers.

ADVERTISING

At the end of last year and the beginning of the new year...there was plenty of talk about the impending recession. When that happens people get laid off, hiring slows and advertisers pull back. Inside Radio is reporting that usually January is a down month for advertising revenue but, with consumers still shopping and the massive number of jobs that were added that month...word is that advertising among the top 15 podcast advertisers went up by 2% over what was spent in December. They invested over \$48.5 million dollars in January. Making January one of the strongest ad spending months of the year rather than the softest. The biggest podcast ad spenders were Google, Daily Harvest and Intuit...think tax season.

RIGHT TO REPAIR

For years farmers and ranchers have been demanding the right to repair their equipment and now, finally that is now possible. Now U.S. farmers will have the right to repair tractors and other agricultural equipment from John Deere without having to use the manufacturer's own parts and facilities, under an agreement the company signed in January. The agreement marks a major victory for farmer and consumer advocacy groups, who have complained for years about the repair limitations Deere has imposed on its products and technology, from software locks to requirements to use official dealers for repairs.































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Know Your USP?

By Michael Libbie

For decades we've told our clients about the importance of staying on message. And, it's one of the most difficult strategies to employ. So many times we see advertisers go off message because they pick up a hot new topic. While that's not a bad idea, if it collides with your USP you'll end up confusing consumers.

So, what is a USP? It's your **Unique Selling Proposition**. In other words, what is it that your company does better than anybody else? To be sure, this takes some real thought and that takes time. Let me give you several examples of very successful USP ideal. Sam Kreamer is not only an attorney but also a CPA. His USP is this: "We get things done!" It seems that in his line of work many attorneys' take so much time doing their job that often clients complain. He thought so much of his USP that it is also trademarked.



Von Maur is a regional high end department store. If you go to the National Farm Machinery Show in Louisville you might stop in. For decades their USP has been, "Our only interest is you." The firm does not charge an interest fee on their credit cards and when you visit the store the staff make you feel like their only interest is in serving...you. Brilliant.

So, what is it that you do better than anybody else in your field and can you distill that activity into just a few words?



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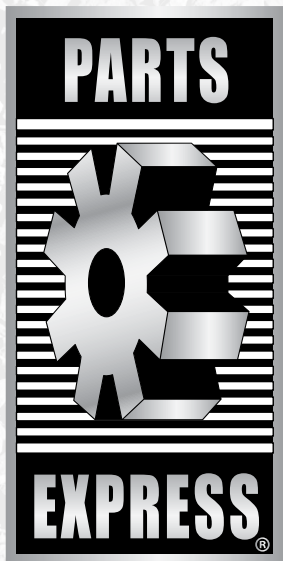


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Insight on Business with Nick Young



our current president Trey Russell and former NTPDA presidents, Scott Schelling and Pat Russell. We've had members on as well, Nick Young from Nick Young's Tractor

For several years members of NTPDA have been featured in a radio and podcast program known as Insight on Business the News Hour. There is never a charge and it comes to you as a benefit of being a member of NTPDA. So, got a story for us?

Some of the interviews we've done have featured

back in 2018, Steve Hass from Freight Partners Group, Charles Barron from Farmers Business Network and even speakers like George Isaacson who was with us in Kansas City...the list is long.

We recently visited with several members during our 2023 Conference and Trade Show and thought you might like to hear this conversation with Nick Young from Lincolnshire, in the United Kingdom. Here we talk about what Brexit had done to their business as exporting to the European Union has gotten more complicated and expensive. Plus we talk about farming practices and health care in the UK. To listen to that conversation with the founder of Nick Young Tractor Parts head to our website or use your phone to connect with the QR Code.



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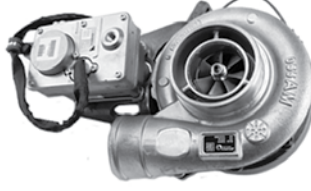

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Why don't you ever see the headline 'Psychic Wins Lottery'?

Why is 'abbreviated' such a long word?

Why is lemon juice made with artificial flavoring, and dish washing liquid made with real lemons?

Why is the man who invests all your money called a broker?

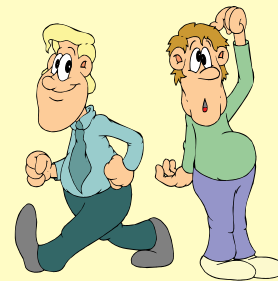
Why isn't there mouse-flavored cat food?

Why do supermarkets make the sick walk all the way to the back of the store to get their prescriptions while healthy people can buy cigarettes at the front?

Why do people order double cheeseburgers, large fries, and a diet coke?

Why do they sterilize the needle for lethal injections?

You know that indestructible black box that is used on airplanes? Why don't they make the whole plane out of that stuff??





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Greetings from Greasy Girl

By Terri Stevens

Dear Friends,

Are you all beginning to feel like things are getting back to normal? After the covid and then supply issues it has been a crazy ride for the last 3 years.

As I am writing this article a truck has just come in with tractors. I looked up the definition for normal and it is conforming to a standard typical or expected. I have to give it to Americans during covid. We redid our landscaping and remodeled our homes. Then the shortage hit and people began to expect us to not have what they were looking for. It was something that none of us had lived through.

I heard a story a long time ago and it is a fun story, and it is about a John Deere. I am not really in love with green but here goes:

Russ always hunts and this year he was in northern Missouri, and I went along to keep him company. Well, the fella whose land he was hunting on collected two-cylinder John Deeres. I went into his barn and looked at them and they were beautiful. I asked him how he started collecting John Deeres. He said, "Well, when I was young my Dad went to war, and I was farming with a team of mules. He wrote



home and said he had bought a new H International. I was so excited. When he got home, we loaded up in the truck and went to pick it up. I was so eager to see the new tractor and take it home. Well, when we got to the dealership the owner of the business said it is going to take another \$100.00 to buy that tractor because I have another buyer. My Dad was so mad he turned around and told me to get in the truck. I was so disappointed!!! We were driving down the road and there was a used John Deere by the road for sale. My Dad stopped and bought it and I have been green ever since."

I love that story. It reminds me a lot of the times we are in. We need to learn from the last 3 years and be people of our word. If you tell someone something, do it. Our world has changed so much and sometimes you think I can't believe that a business could run this way.

We need to make sure that our customers experience is above normal and that when they leave, they won't go anywhere else like the man in the story but, they will come back to us. Just think what that dealer gave up for \$100.00. Our businesses are a reflection of who we are and how we treat people. Let's treat our customers in such a way that they wouldn't even think about going somewhere else.

Matthew 7:12 "In everything do to others as you would have them do unto you."

Have a blessed springtime.

Greasy





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